

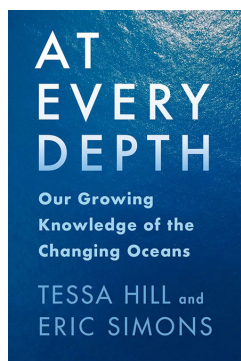


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At Every Depth

Our Growing Knowledge of the Changing Oceans

Tessa Hill and Eric Simons

A profile of the world's oceans, as seen by those who study it most closely

The world's oceans are changing at a drastic pace. Beneath the waves and along the coasts, climate change and environmental degradation have spurred the most radical transformations in human history. In response, the people who know the ocean most intimately are taking action for the sake of our shared future. Citizen scientists track species in California tidepools. Researchers dive into the waters around Sydney to replant kelp forests. Scientists and First Nations communities collaborate to restore clam gardens in the Pacific Northwest.

In *At Every Depth*, the oceanographer Tessa Hill and the science journalist Eric Simons profile these and other efforts to understand and protect marine environments, taking readers to habitats from shallow tidepools to the deep sea. They delve into the many human connections to the ocean—how people live with and make their living from the waters—journeying to places as far-flung as coral reefs, the Great Pacific Garbage Patch, and the Arctic and Antarctic poles. *At Every Depth* shares the stories of people from all walks of life, including scientists, coastal community members, Indigenous people, shellfish farmers, and fisheries workers. It brings together varied viewpoints, showing how scientists' research and local and Indigenous knowledge can complement each other to inform a more sustainable future. Poignantly written and grounded in science, this book offers a narrative perspective on the changing oceans, letting us see how our relationships to the oceans are changing too.

Tessa Hill is a professor in the Earth and Planetary Sciences Department at the University of California, Davis. She is a recipient of the Presidential Early Career Award for Scientists and Engineers and a fellow of the American Association for the Advancement of Science.

Eric Simons is a science writer who was a longtime editor at *Bay Nature* magazine. He is the author of *Darwin Slept Here* (2009) and *The Secret Lives of Sports Fans* (2013).

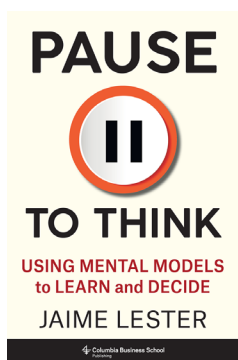
280 pages

10 figures

Publication: February 2024

Review material: Available

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Pause to Think

Using Mental Models to Learn and Decide

Jaime Lester

A guide to mental models for investors, managers, and students.

Our brains are wonderful tools, but we are nonetheless prone to misjudging information and making suboptimal decisions. In many situations, we act without fully considering why we are behaving in a certain way. We like to feel good about ourselves, we interpret the world using stories instead of statistics, and we make instinctive judgments and then stick to them. How can we think more clearly and make better decisions—in business and in life?

This book is a practical and accessible guide to mental models, providing key concepts and frameworks that can be applied to many important areas of readers' lives. Jaime Lester surveys common cognitive biases and shows that the essential step to overcome them is to pause. Take a moment to reflect on the options, decide on the optimal approach before launching into action, and reexamine the process regularly. Drawing on a variety of cognitive and behavioral research, Lester offers step-by-step templates to improve readers' critical thinking and decision making. He guides readers through honing their reasoning in areas including finance, economics, statistics, and daily life, and draws broader lessons for cultivating a prudent investment approach as well as personal well-being and happiness. Written in a conversational and witty style and featuring memorable examples, *Pause to Think* shares essential lessons and tools for all readers interested in the power of mental models.

Jaime Lester is the founder of Soundpost Advisory and an adjunct professor at Columbia Business School.

232 pages

61 figures, 7 tables

Publication: May 2024

Review material: December 2023

All rights: Columbia University Press



Corporate Innovator

A Guide Through the Labyrinth

William Duggan

How to communicate the benefits of innovative approaches within an organization

Innovation is a top priority for all kinds of organizations, of all sizes and shapes, throughout the world. But innovation doesn't happen only at the executive level. People within an organization come up with great ideas that can propel the company forward. All too often, however, would-be innovators find that their organizations are unreceptive to new ideas. They are stymied by bureaucracy, power dynamics, or any of thousands of barriers that hinder real change. If you have a new idea, how can you advance it through the labyrinth of obstacles in the ranks of the organization?

William Duggan—a leading expert on innovation and strategic thinking—offers a guide to navigating the maze from idea to implementation. He unravels the challenges that corporate innovators face, providing practical advice on communicating ideas effectively, getting buy-in from others, winning allies, and overcoming resistance or outright opposition to change. Duggan focuses on the strategy and tactics of building support within the organization, exploring the crucial takeaways from research in psychology about how people react to new ideas. This book features a series of interviews with successful corporate innovators as well as analysis of historical cases that combine lively storytelling with actionable insights. For anyone in an organization who has been frustrated with the lack of change, *Corporate Innovator* delivers an essential roadmap for going from idea to action.

William Duggan teaches innovation at Columbia Business School in graduate and executive courses. His previous Columbia University Press books include *Creative Strategy: A Guide for Innovation* (2012) and *The Seventh Sense: How Flashes of Insight Change Your Life* (2017).

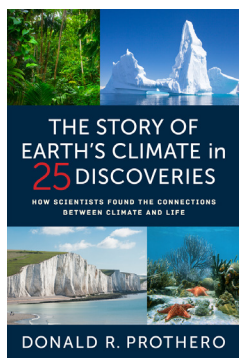
272 pages

15 images, 10 tables

Publication: May 2024

Review material: December 2023

All rights: Columbia University Press



The Story of Earth's Climate in 25 Discoveries

How Scientists Found the Connections Between Climate and Life

Donald R. Prothero

Exploring billions of years of interaction between climate and life

Over 4.5 billion years, Earth's climate has transformed tremendously. Before our more temperate recent past, the planet swung from one extreme to another—from a greenhouse world of sweltering temperatures and high sea levels to a “snowball earth” in which glaciers reached the equator. During this history, we now know, living things and the climate have always influenced and even shaped each other. But the climate has never changed as rapidly or as drastically as it has since the Industrial Revolution.

In this lively and entertaining book, Donald R. Prothero explores the astonishing connections between climate and life through the ages, telling the remarkable stories of the scientists who made crucial discoveries. Journeying through the intertwined evolution of climate and life, he tackles questions such as: Why do we have phytoplankton to thank for the air we breathe? What kind of climate was necessary for the rise of the dinosaurs—or the mammals, their successors? When and how have climatic changes caused mass extinctions? Prothero concludes with the Ice Ages and the Holocene, the role of climate in human history, and the perils of anthropogenic climate change. Understanding why the climate has changed in the past, this timely book shows, is essential to grasping the gravity of how radically human activity is altering the climate today.

Donald R. Prothero is a paleontology and geology researcher, teacher, and author. He is adjunct professor of geological sciences at California State Polytechnic University, Pomona, and research associate in vertebrate paleontology at the Natural History Museum of Los Angeles County. His Columbia University Press books include *The Story of the Earth in 25 Rocks: Tales of Important Geological Puzzles and the People Who Solved Them* (2018), *The Story of the Dinosaurs in 25 Discoveries: Amazing Fossils and the People Who Found Them* (2019), and *The Story of Evolution in 25 Discoveries: The Evidence and the People Who Found It* (2020).

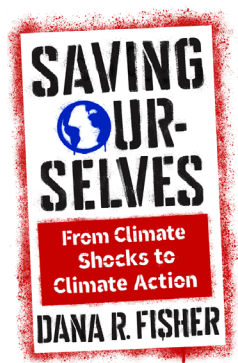
472 pages

216 figures

Publication: January 2024

Review material: Available

All rights: Columbia University Press



Saving Ourselves

From Climate Shocks to Climate Action

Dana R. Fisher

Why catastrophic events are needed for social action to address climate change

We've known for decades that climate change is an existential crisis. For just as long, we've seen the complete failure of our institutions to rise to the challenge. Governments have struggled to meet even modest goals. Fossil fuel interests maintain a stranglehold on political and economic power. Even though we have seen growing concern from everyday people, civil society has succeeded only in pressuring decision makers to adopt watered-down policies. All the while, the climate crisis worsens. Is there any hope of achieving the systemic change we need?

Dana R. Fisher argues that there is a realistic path forward for climate action—but only through mass mobilization that responds to the growing severity and frequency of disastrous events. She assesses the current state of affairs and shows why public policy and private-sector efforts have been ineffective. Spurred by this lack of progress, climate activism has become increasingly confrontational. Fisher examines the radical flank of the climate movement: its emergence and growth, its use of direct action, and how it might evolve as the climate crisis worsens. She considers when and how activism is most successful, identifying the importance of creating community, capitalizing on shocking moments, and cultivating resilience. Clear-eyed yet optimistic, *Saving Ourselves* offers timely insights on how social movements can take power back from deeply entrenched interests and open windows of opportunity for transformative climate action.

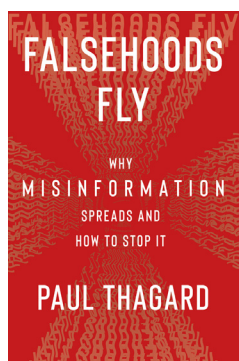
Dana R. Fisher is the director of the Center for Environment, Community, and Equity and a professor in the School of International Service at American University. Her books include *Activism Inc.: How the Outsourcing of Grassroots Campaigns Is Strangling Progressive Politics in America* (2006) and *American Resistance: From the Women's March to the Blue Wave* (Columbia, 2019).

216 pages

Publication: March 2024

Review material: Available

All rights: Columbia University Press



Falsehoods Fly

Why Misinformation Spreads and How to Stop It

Paul Thagard

A new understanding of how to combat misinformation

Misinformation is one of the twenty-first century's greatest challenges, a peril to democracy, peace, science, and public health. Yet we lack a clear understanding of what makes misinformation so potent and why it can spread so rapidly. In *Falsehoods Fly*, a leading cognitive scientist and philosopher offers a new framework for recognizing and countering misleading claims by exploring the ways that information works—and breaks down.

Paul Thagard examines the dangers of misinformation on COVID-19, climate change, conspiracy theories, inequality, and the Russian invasion of Ukraine. He argues that effective responses to these problems require understanding how information is generated and spread. Bringing together empirical findings about the psychological and social mechanisms that drive cognitive errors with philosophical accounts of critical thinking, Thagard develops an innovative theory of how we gain information. Grasping how the generation and transmission of knowledge can fail helps us find ways to repair it and provides tools for converting misinformation into facts. Offering a deep and rich account of the nature and workings of information, *Falsehoods Fly* provides practical, concrete strategies to stop the creation and spread of misinformation.

Paul Thagard is distinguished professor emeritus of philosophy at the University of Waterloo and fellow of the Royal Society of Canada, the Cognitive Science Society, and the Association for Psychological Science. His books include *Bots and Beasts: What Makes Machines, Animals, and People Smart?* (2021) and *Balance: How It Works and What It Means* (Columbia, 2022).

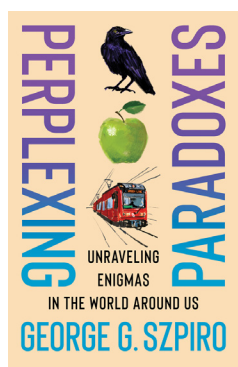
368 pages

30 figures, 6 tables

Publication: February 2024

Review material: Available

All rights: Columbia University Press



Perplexing Paradoxes

Unraveling Enigmas in the World Around Us

George G. Szpiro

An interdisciplinary guide to a plethora of paradoxes

Why does it always seem like the elevator is going down when you need to go up? Is it really true that $0.99999 \dots$ with an infinite number of 9s after the decimal point, is equal to 1? What do tea leaves and river erosion have in common, per Albert Einstein? Does seeing a bed of red flowers help prove that all ravens are black? Can we make sense of a phrase like “this statement is unprovable”?

Exploring these questions and many more, George G. Szpiro guides readers through the puzzling world of paradoxes, from Socratic dialogues to the Monty Hall Problem. *Perplexing Paradoxes* presents sixty counterintuitive conundrums drawn from diverse areas of thought—not only mathematics, statistics, logic, and philosophy but also social science, physics, politics, and religion. Szpiro offers a brisk history of each paradox, unpacks its inner workings, and considers where one might encounter it in daily life. Ultimately, he argues, paradoxes are not simple brain teasers or abstruse word games—they challenge us to hone our reasoning and become more alert to the flaws in received wisdom and common habits of thought.

Lighthearted, witty, and conversational, *Perplexing Paradoxes* presents sophisticated material in an accessible way, for all readers interested in the world’s boundless possibilities—and impossibilities.

George G. Szpiro is an award-winning author and journalist who was a longtime correspondent for the Swiss daily *Neue Zürcher Zeitung*. He was on the faculty at the Wharton School, University of Pennsylvania, and his many books include *Numbers Rule: The Vexing Mathematics of Democracy, from Plato to the Present* (2010) and *Risk, Choice, and Uncertainty: Three Centuries of Economic Decision-Making* (Columbia, 2020).

336 pages

60 figures

Publication: February 2024

Review material: Available

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Terrorist Minds

The Psychology of Violent Extremism from Al-Qaeda to the Far Right

John Horgan

A psychological perspective on terrorism

What makes a person want to become a terrorist? Who becomes involved in terrorism, and why? In what ways does participating in violent extremism change someone? And how can people become deradicalized?

John Horgan—one of the world's leading experts on the psychology of terrorism—takes readers on a globe-spanning journey into the terrorist mindset. Drawing on groundbreaking personal interviews as well as decades of research from psychologists and others, he traces the pathways that lead people into violent extremism and explores what happens to them as their involvement deepens. Horgan provides an up-to-date, evidence-based understanding of the patterns, motives, and mentalities of violent extremists from the Islamic State and al-Shabaab to white supremacists and incels. He argues that there is not a straightforward psychological profile of a terrorist, in part because of the great variety of today's extremists, who are able to attract a more diverse pool of recruits than ever before. But even though there is no one-size-fits-all profile, psychological study can provide crucial insight into why and how people become terrorists.

Accessible and nuanced, *Terrorist Minds* is an essential book for readers interested in what psychology can explain about extremist behavior.

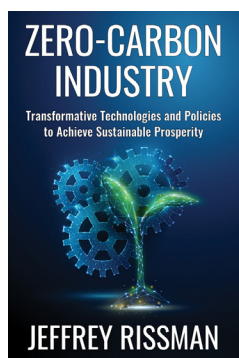
John Horgan is Distinguished University Professor in Georgia State University's Department of Psychology, where he directs the Violent Extremism Research Group. His many books include *The Psychology of Terrorism* (second edition, 2014) and *Divided We Stand: The Strategy and Psychology of Ireland's Dissident Terrorists* (2012).

240 pages

Publication: December 2023

Review material: Available

All rights: Columbia University Press



Zero-Carbon Industry

Transformative Technologies and Policies to Achieve Sustainable Prosperity

Jeffrey Rissman

How technology can decarbonize industry—and the policies that can make it happen

The power sector and transportation tend to dominate conversations about climate change, but there's an under-the-radar source of climate pollution that must be addressed: industry. Globally, industrial activity is responsible for one-third of human-caused greenhouse gas emissions. Though industry is a major emitter, it is also essential for producing the tools we need to fight climate change, like wind turbines, solar panels, electric vehicles, and energy-efficient buildings. How can industry eliminate its climate pollution while supplying transformational technologies?

This book delivers a first-of-its-kind roadmap for the zero-carbon industrial transition, spotlighting the breakthrough innovations transforming the manufacturing sector and the policies that can accelerate this global shift. Jeffrey Rissman illustrates the scope of the challenge, diving into the workings of heavy polluters like steel, chemicals, plastics, cement, and concrete. He examines ways to affordably decarbonize manufacturing, such as electrifying industrial processes, using hydrogen, deploying carbon capture and storage, and growing material efficiency with lightweighting and 3D printing. But technologies are only part of the picture. Enacting the right policies—including financial incentives, research and development support, well-designed carbon pricing, efficiency and emissions standards, and green public procurement—is necessary to spur investment and hasten emissions reductions. Rissman provides a framework to ensure that the transition to clean industry enhances equity, health, and prosperity for communities worldwide.

Engaging and comprehensive, *Zero-Carbon Industry* is the definitive guide to decarbonizing the vast—yet often overlooked—global industrial sector.

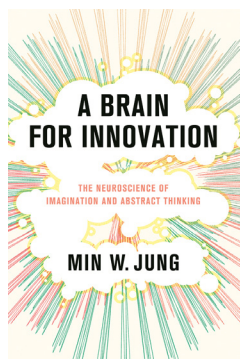
Jeffrey Rissman directs the industry program at Energy Innovation, a nonpartisan energy and climate policy think tank. He is the coauthor of *Designing Climate Solutions: A Policy Guide for Low-Carbon Energy* (2018).

392 pages

Publication: January 2024

Review material: Available

All rights: Columbia University Press



A Brain for Innovation

The Neuroscience of Imagination and Abstract Thinking

Min W. Jung

Understanding new research on the neural mechanisms of innovation

What sets humans apart from other animals? Perhaps more than anything else, it is the capacity for innovation. The accumulation of discoveries throughout history, big and small, has enabled us to build global civilizations and gain power to shape our environment. But what makes humans as a species so innovative?

Min W. Jung offers a new understanding of the neural basis of innovation in terms of humans' exceptional capacity for imagination and high-level abstraction. He provides an engaging account of recent advances in neuroscience that have shed light on the neural underpinnings of these profoundly important abilities. Jung examines key discoveries concerning the hippocampus and neural circuits that have demystified the processes underlying imagination and abstract thinking. He also considers how these capacities might have evolved as well as possible futures for intelligence.

Bringing together disparate findings in neuroscience, psychology, anthropology, and artificial intelligence, *A Brain for Innovation* develops a unified perspective on the mechanisms of imagination, abstract thought, and creativity. Presenting cutting-edge neuroscientific research in a way that is accessible to readers without a background in the subject, this book is essential reading for anyone interested in the biological basis of one of the most fundamental aspects of human nature.

Min W. Jung is a vice director of the Center for Synaptic Brain Dysfunctions at the Institute for Basic Science in South Korea and a professor in the Department of Biological Sciences at the Korea Advanced Institute of Science and Technology.

240 pages

50 figures

Publication: December 2023

Review material: Available

All rights: Columbia University Press



Think Bigger

How to Innovate

Sheena Iyengar

A new way of creative thinking from the ground up

Iyengar inspires the creative problem solver in all of us. – Michael Bloomberg

Reviewed in: The New York Times, The Wall Street Journal, The Financial Times, and Inc.

In *Think Bigger*, Sheena Iyengar—an acclaimed author and expert in the science of choice—answers a timeless question with enormous implications for problems of all kinds across the world: “How can I get my best ideas?”

Iyengar provides essential tools to spark creative thinking and help us make our most meaningful choices. She draws from recent advances in neuro- and cognitive sciences to give readers a set of practical steps for coming up with powerful new ideas. *Think Bigger* offers an innovative evidence-backed method for generating big ideas that Iyengar and her team of researchers developed and refined over the last decade.

For anyone looking to innovate, the black box of creativity is a mystery no longer. *Think Bigger* upends the myth that big ideas are reserved for a select few. By using this method as a guide to creative thinking, anybody can produce revolutionary ideas.

Sheena Iyengar is the S. T. Lee Professor of Business in the Management Department at Columbia Business School and the best-selling author of *The Art of Choosing* (2010). She is a leading expert on the study of innovation, choice, leadership, and creativity.

248 pages

47 figures, 8 tables

Publication: April 2023

Review material: Available

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